

PRICE
50
CENTS

HOW TO PAINT



How to JAP-A-LAC . How to VARNISH
How to have colorful furniture . walls . color schemes

VALUABLE FACTS ON ALL PAINTING



YOUR BOOK

In your home you undoubtedly have several books that you treasure. Those which contain your favorite recipes for cooking, perhaps a book on first-aid and home remedies. It is our hope that this book will be equally as helpful and valued in the same way.

In this book "HOW TO PAINT" we tell you how to use paints, varnishes and enamels; we indicate the best product to use for specific purposes; we suggest bright and attractive color schemes.

We tell you how to correctly apply our products. We try to give you as much instruction on this point as necessary.

You have, in your own hands, the power of preserving your property, of retaining its beauty, of adding new color, new beauty.

If this book, YOUR BOOK, encourages you to achieve new pleasure in your home, we will be satisfied.

So — on the following pages, we give you the collected wisdom of over 75 years of successful paint manufacturing, so that you can obtain satisfactory results.

THE GLIDDEN COMPANY

YOUR BOOK tells you...

On Pages 4 and 5—Jap-A-Lac Enamels and Varnish Stains. How to use them and other facts. Advice on new work, old work, striping, stenciling and decals.

On Pages 6 and 7—Glidden's Speed-Wall. It dries in four hours and other facts about it.

On Pages 8 and 9—Glidden Flat Wall Finish. It dries with a soft velvety appearance. How to produce unusual wall effects. Use of sponge, paper, and glazing liquid.

On Page 10—Glidden Florenamel. Why it is suitable for new and old floors. How to refinish old linoleum with Florenamel.

On Page 11—Ripolin. How to apply it.

On Page 12—All about Glidden Varnishes. Kinds of varnishes and other facts.

On Page 13—Glidden Linoleum Lacq. How to apply it and why it is so popular for linoleum floors. Glidden Lacq. Explaining a Glidden finish that dries in 30 minutes. Its many uses and why it is so popular.

On Page 14—Glidden House Paint. How to apply it and other facts.

On Page 15—Suggested color schemes for living room, dining room, hall and bedroom.

On Page 16—List of other Glidden Products; further emphasizing our slogan, "Everywhere On Everything."

THINGS *to remember*

ON INTERIORS

Bear in mind, at all times, that free circulation of air is necessary to the proper drying of any paint product. Particular attention should be given to small rooms, such as kitchen pantries, closets and other spaces where there are numerous shelves and drawers.

When finishing floors in vacant houses and where there is no artificial heating in the basements, keep the basement windows open to provide a free circulation of air, as the dampness that is present in basements will retard the proper drying and hardening of the finishing materials applied to the floors overhead.

Keep all cans covered tightly when not in use. Before using any paint, varnish or enamel, allow it to stand in the house until it takes on the temperature of the room. Cold or chilled paint and varnish is difficult to apply.

The best painting temperature is 70°. Endeavor to maintain this temperature while the paint is drying.

A properly prepared surface is of utmost importance. Wash every soiled interior surface thoroughly with soap and water. Use turpentine, naphtha or alcohol, if necessary, to remove accumulations of soot, grease that gathers from coal smoke and gas fumes, cooking, etc.

ON EXTERIORS

Unseasoned, sappy or pitchy wood must be treated. Use Base-Coat. Defer exterior painting until nights have become warm and dew is at a minimum. In the morning start on that side of the house where the sun has dried and warmed the surface. No paint can be better than its foundation. Do not paint over ochres or other cheap primers containing non-drying or mineral oils. Well brushed out, thin coats are better than heavy coats. Three thin coats will give a longer wearing paint film than two heavy coats.

KIND AND CARE OF BRUSHES

After a brush has been used,

it should be carefully washed in turpentine, washed with soap and water, dried thoroughly and then wrapped in paper so that the bristles will lay flat and in their natural position. Before putting a brush away, work as much of the paint out of the brush as possible, paying particular attention to the heel of the brush, that part close to the ferrule so as to avoid a hardening of the paint. Otherwise, the brush will lose its shape and sharp chiseled edge.

Many people keep the brush in water when temporarily not in use. This is a mistake. Use turpentine or kerosene for temporary storing of brush. Never allow a brush to stand on the bristle ends. Suspend it so that the end of the bristles will be at least one-half inch away from the bottom of the container carrying the liquid which keeps it soft and pliable between coats. Brushes that have been used in shellac should be cleaned with alcohol while those used in lacquer should be cleaned in Lacquer Thinner.

There are three distinct types of brushes: (1) the Metal Bound brush that comes in widths from 2½" to 4½", which is made especially for applying House Paint, Wall Paint and Floor Paints; (2) the Varnish or Enamel brush, supplied in widths of from 1½" to 3" which has a chiseled or trimmed edge. These brushes are recommended for the application of varnishes and enamels; (3) the Sash Tool which has a handle of approximately 8" in length. While this brush is designed primarily for painting sash and straight lines, it is also becoming a very popular brush for general use with the housewife. It

is very convenient for reaching difficult places and very practical for trimming and striping.

There is a Glidden Related Brush for every purpose. You cannot get a good finish with a poor brush anymore than an accomplished musician can produce good music with an untuned instrument. Related Brushes are high quality. With them and Glidden Products amateurs are doubly assured of a satisfactory finish.



GLIDDEN

JAP-A-LAC

What It Is—How to Use It—How to Prepare the Surface—On New Wood and On Old Wood—How to Stripe—How to Stencil—Decals or Transfers.

As a child you heard your grandmother talk about "Jap-A-Lac-ing" the ice box or maybe a chair. Jap-A-Lac has been used by millions of people. Jap-A-Lac is as popular today as it was in grandmother's day.

Jap-A-Lac is furnished in three distinct types: Varnish, Enamel, Gold or Aluminum Bronze.

JAP-A-LAC VARNISH STAINS

Jap-A-Lac Varnish Stains combine a varnish and stain, producing the popular shades of Oak, Walnut and Mahogany. They combine the mar-proof and wear-resisting properties of a floor varnish, the waterproof qualities of a spar varnish, the hardness of the best furniture varnish—and—they dry in four hours.

JAP-A-LAC ENAMELS

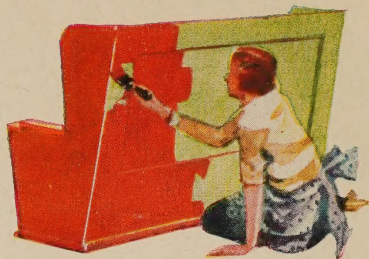
Jap-A-Lac Enamels dry in four hours. They wash as easily as tile. Jap-A-Lac Enamels are furnished in twenty-two up-to-date, stylish, and popular colors.

PROPERLY PREPARE THE SURFACE

Time and care exercised in properly preparing the surface will repay you. Be sure to have the surface absolutely dry. Floors that have been cleaned with oil mops or waxed should be wiped up with turpentine or naphtha. There are several efficient powders that will not only clean, but also bleach worn spots that have become stained. Sandpapering of these spots will restore the original wood color.

On woodworking or furniture, a thorough sandpapering is usually all that is necessary. If the surface is checked or cracked and these imperfections cannot be removed with sandpaper, use Ad-El-Itte Paint and Varnish Remover. Remover should be applied with a brush. Allow to stand until old finish is soft. Then remove old finish with a putty knife. A cloth saturated in Remover will take off all that remains.

All traces of the remover should



be washed from the surface with alcohol and finally with turpentine or gasoline. After surface has dried, it should be smoothed with sandpaper. An uneven foundation will impair the final appearance so time in surface preparation will repay you.

APPLYING JAP-A-LAC VARNISH STAIN

On New Work, or wood from which the old finish has been removed, reduce first coat 10% with turpentine, which is in the proportion of one pint to a gallon of Jap-A-Lac Varnish Stain, or a quarter pint to a quart. Apply evenly, brushing well into the surface. Allow to dry about six hours. Apply second coat using the Jap-A-Lac Varnish Stain full body. If a third coat is desirable, sandpaper the preceding coat lightly after it has dried hard. Apply final finishing coat just as it comes from the can.

On Old Work—Jap-A-Lac Clear or in the shades of Oak will restore the newness of varnished floors, woodwork or furniture. Walnut or Mahogany applied to the lighter colors, Oak, Maple, etc. will produce beautiful Walnut and Mahogany effects.

APPLYING JAP-A-LAC ENAMELS

On New Work—Use Jap-A-Lac Flat White for first or foundation coat. Its purpose is threefold (1) It hides the old surface and furnishes a uniform background for the more transparent enamel coats. (2) It seals the surface. (3) It sands easily to a smooth foundation. Allow from four to six hours to dry.

The second coat should be a mixture of one-half Jap-A-Lac Flat White and one-half Jap-A-Lac Enamel. From four to six hours should be allowed for this coat to dry. The finishing coat should be Jap-A-Lac Enamel of the color selected.

On Old Work—if the original





... colorful — pleasing Glidden Lettuce Green Jap-A-Lac. Easy to apply—try it

paint is to be covered in a similar color, or with one of the darker shades of Green, Blue or Gray, two coats of finishing enamel, and many times but one, are all that is necessary. If the original paint is a dark color and the new finish is to be one of the more delicate Blues, Greens, Ivories, etc., apply one coat of Jap-A-Lac Flat White, a half and half coat of flat white and the final enamel, and a coat of enamel as recommended for new work.

PAINTING WICKER FURNITURE

Wicker purchased unfinished should be thoroughly washed with a strong ammonia solution to remove the natural oil. Furniture made of Kaltex and other fibres should receive a coat of shellac to seal the surface against absorption of succeeding coats.

FINISHING CHAIRS AND TABLES

The most convenient way of enameling a chair or table is to turn it upside down and finish the underpart and the legs first. Then set it up and do the top.

STRIPING

The appearance of furniture can be improved by contrasting colors on mouldings, grooves, knobs, handles, and edges. Use a small soft-hair,

pencil-like brush for this. Hold the brush between the thumb and index finger. Place the third finger on the edge of the furniture as a guide in drawing a straight line.

STENCILING

Stenciling brushes can be purchased at any paint store, but a satisfactory one can be made by tying tightly in the middle with a string the bristles of a 1" or 1½" brush.

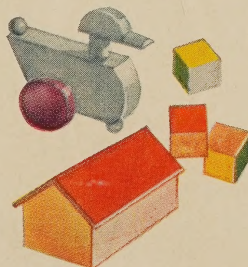
Place the stencil over the spot selected. Apply just enough of the enamel to cover solidly through the holes of the stencil. Hold the stencil firmly so as to avoid slipping and tap with point of bristles.

DECALCOMANIA OR TRANSFER PICTURES

These are colored pictures for decorating which can be applied quickly and easily. Saturate them in water about thirty seconds, then slip the paper off, leaving the picture upon the surface. Press down with a blotter or soft cloth until dry.

After the transfer has dried over night, further protection can be afforded it by applying a thin even coat of varnish.

Be absolutely sure that the name Glidden Jap-A-Lac appears on every package you buy. Accept no substitutes!



GLIDDEN SPEED - WALL

How many times have you postponed painting that bedroom, living room, kitchen or bath, just because you hated the mess and the confusion, plus the odor of wet paint clinging to everything for a week?

But Speed-Wall is different for Speed-Wall *dries in four hours*. This enables you to paint two, and if necessary three coats on your walls in one day and use the room that night.

Speed-Wall is further desirable because there are *no sharp penetrating odors*. Economical, too, because with Speed-Wall the same solid covering and hiding can be obtained with two coats where it would take three coats of other wall paints.

Rub your hand over any Speed-Wall finished surface. You will quickly sense the non-porous, closely sealed film that leaves no small pores for germs and dust to cling. You will realize also why Speed-Wall can be washed so easily and quickly without the customary streaks and shadows.

Speed-Wall is made in eleven popular colors and White. Your dealer has a card showing these eleven standard colors. Inter-mixing makes possible hundreds of delicate, beautiful tints.

Be careful of new walls. *Be sure they are dry before finishing them.*

There is a possibility of hot lime or free alkali being present in all new plaster work. As a precaution it is advisable to wash new plaster with a solution of zinc sulphate made by mixing three pounds of commercial zinc sulphate in a gallon of water. Simply brush on the surface and permit to dry. Your painter can test new walls to determine the presence of hot lime or alkali. Many times a wash with common household vinegar will be sufficient to overcome this alkaline condition, and there are instances where only an application of Glidden's Oil First Coater is necessary.

Surface preparation is as important on wall work as it is on floors or furniture. After the new wall has had the zinc sulphate or vinegar wash, allow it to dry over night if there is heat in the house. If not heated, allow more time. Then apply one coat of Glidden's Oil First Coater — Quick Drying.

Oil First Coater is a new development, recently perfected in the Glidden laboratories.



Speed-Wall is the ideal finish for bathrooms





In the Kitchen, Speed-Wall is preferred

It combines quick drying, solid covering and alkali-resisting qualities. Because of its alkali-resisting properties, the use of vinegar and zinc sulphate are unnecessary on any but new wall surfaces. It has as much hiding capacity as a coat of paint. Oil First Coater affords an economy by eliminating the application of one finishing coat. Its quick drying maintains Speed-Wall schedules. After the Oil First Coater has dried, apply one or two coats of Speed-Wall using as wide a brush (up to four inches in width) as can be handled.

Wall paint is best laid on with semi-circular strokes and then leveled evenly using light strokes to produce an even solid-covering coat.

A coat of Oil First Coater in the morning — a coat of Speed-Wall at noon, and if necessary, another at four, and still your room is ready for occupancy in the evening.

OLD WALLS PREVIOUSLY PAINTED

In the preparation of an old wall previously painted, remove all paint that appears loose, then sandpaper the sharp edges of the remaining paint level with the plaster as much as possible to avoid the spots showing prom-

inently. Fill all cracks and breaks in the plaster with Plaster of Paris, which after drying should be sealed with a coat of shellac.

If the old painted surface appears full of small hair line checks and cracks, give the entire wall surface a coat of Oil First Coater and follow from this point the directions as for "New Wall."

If the old paint is in good condition, one coat of Speed-Wall, (if the color approximates the old paint) will be all that is required. Two coats will cover solidly over a background of any color.

WALLPAPERED WALLS

We do not recommend painting over wallpaper. You can never be assured of good results. It is safer to remove all the paper and then proceed as we have directed for New Work.

FURNITURE AND WOODWORK

In finishing new or refinishing old woodwork or furniture with Speed-Wall, use Gliddencoat or Jap-A-Lac Flat White for the first or undercoat, followed with a coat (one-half Gliddencoat or Jap-A-Lac Flat White and one-half Speed-Wall) — and then a finishing coat of straight Speed-Wall.

GLIDDEN

FLAT WALL FINISH

Glidden Flat Wall Finish produces a rich, velvety surface which is both restful and pleasing to the eye. Unlike most wall finishes, it does not produce a dull, lifeless finish, but one that has just sufficient gloss to produce the maximum light reflection *without a glare*.

Flat Wall Finish, because of its soft and restful appearance, is very popular in the home.

Flat Wall Finish is suitable for wall surfaces of every character—plaster, wallboard, brick, or concrete. It is the ideal finish for steam radiators where a color is desired.

APPLICATION

The application of Flat Wall Finish on both old and new walls is precisely the same as with Speed-Wall. We want to emphasize again that surface preparation is important and the success of the job depends largely upon the attention given to surface preparation.

UNUSUAL EFFECTS

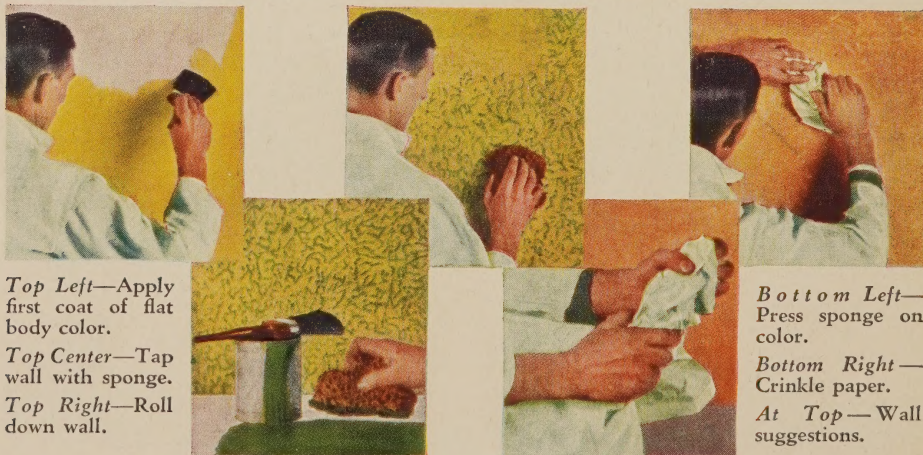
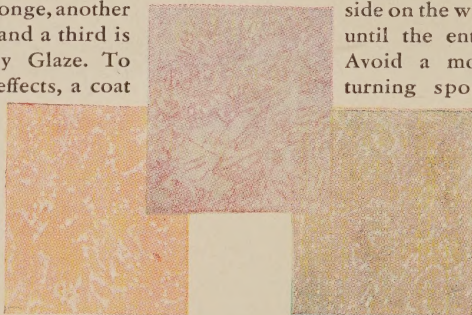
With Glidden Flat Wall Finish you can produce a number of unusual and colorful effects by combining different colors. One effect is produced by using a sponge, another with paper or cloth, and a third is known as the Tiffany Glaze. To produce any of these effects, a coat of a selected color is first applied over the entire surface. On new work, use first a coat of Oil First Coater, followed with a coat of Endurance Flat Wall Finish or Speed-Wall. On

old work, if the present paint is in good condition and its color will fit into your color scheme as the base coat, a further application is not necessary. If, however, you desire to change the base color, one coat of either Flat Wall Finish or Speed-Wall will be all that is required.



SPONGE EFFECT

After allowing the base color to dry at least over night, cut a large sponge in half, keeping the cut side perfectly level and flat. *Second* — Paint a thin film of a contrasting color of wall paint on a clean piece of tin or glass. *Third* — Moisten the sponge in water, wringing out any excess water. *Fourth* — Transfer the paint from the tin or glass to the wall by pressing the flat side of sponge on the paint film, and then tapping the flat side on the wall. Repeat this process until the entire wall is patterned. Avoid a monotonous design by turning sponge occasionally as wall is tapped. *Fifth* — When this application has dried you can add additional colors if desired. Allow each color to dry before applying the next one.



Top Left—Apply first coat of flat body color.

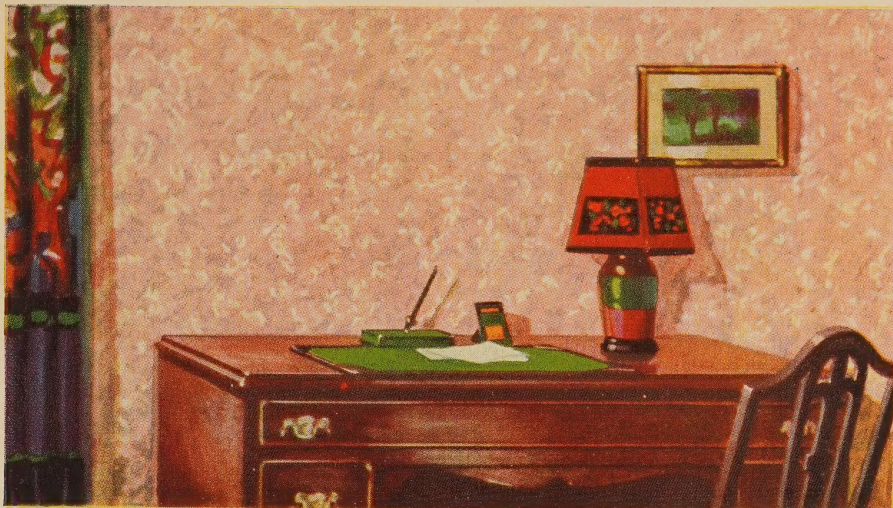
Top Center—Tap wall with sponge.

Top Right—Roll down wall.

Bottom Left—Press sponge on color.

Bottom Right—Crinkle paper.

At Top—Wall suggestions.



A wall that is cheerful and never tiresome

PAPER EFFECT

After the base coat has dried, apply a second coat of a different or contrasting color. Select a space, if possible, between windows; or a door and a window. Immediately roll a crumpled piece of paper over the wet paint. This rolling process will remove paint from the wall surface, leaving a very effective pattern. In some cases this effect is applied over all surfaces including woodwork, light fixtures, etc. Still another interesting effect can be obtained by tapping with a wad of paper or cloth instead of rolling.

TIFFANY GLAZING

Tiffany Glazing is a very popular type of finish not only in homes but in public buildings, offices, ballrooms, etc.

After the ground coat has been applied and dried, apply Glidden's Glazing Liquid, a clear, colorless liquid. In applying this material, finish about one-half of one wall at a time as to avoid a setting up of the Glazing Liquid during the blending process. Have the various colors that are to be worked into the surface previously prepared by mixing the selected Oil Colors into small quantities of Glazing Liquid. The colors frequently used are Umbers, Siennas, Medium Chrome Green, Medium Chrome Yellow, and a brilliant red such as American Vermillion. Small quantities of as many shades as are selected are brushed promiscuously upon the wall surface, a dip here and there, and then with a cloth are rubbed over the entire wall surface and blended one into the other.

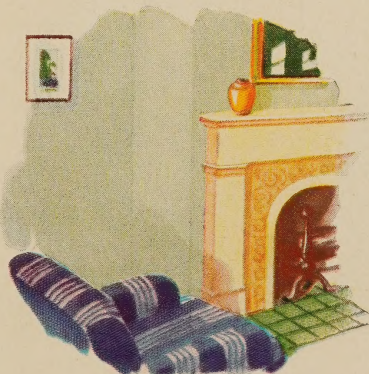
The final step in this process is to take a wadded up piece of cloth and stipple the entire surface, leaving a blended tint or stain on the surface.

WALL PROTECTION

These sponge, paper, cloth, or Tiffany effects can be protected from dirt and dust by a starch coat. This is simply a handful of starch mixed with sufficient cold water to entirely dissolve it. After the starch is dissolved, boiling water is added to produce a clear jelly-like substance. Thin with cold water to consistency of milk and brush on the surface. Allow it to dry.

After the wall is dirty, this starch application can be removed by washing and a new coat applied. Your walls will always look fresh, clean and presentable. Pasteurized butter milk is often applied to the wall and will protect it in the same way as a starch coat.

A wall finished in grey



GLIDDEN

FLORENAMEL

Glidden Florenamel is not to be confused with the ordinary floor paint. It is a true enamel developed for interiors such as floors, woodwork, walls—as well as exterior use. It has the water-and-wear-resistance so essential to a floor paint; the washable, close knit film looked for in wall finishes; and an elasticity that enables it to be subjected to changes in temperature without impairment of film.

OLD LINOLEUM

There is nothing that detracts from the tidiness and appearance of a kitchen as much as worn linoleum. One or two coats of Florenamel will change a worn linoleum to a bright surface, smooth, easily cleaned and colorful.

The usual surface preparation steps should be employed when applying Florenamel on linoleum; that is, see that the surface is free from all dirt, grease and other foreign matter, as well as perfectly dry.

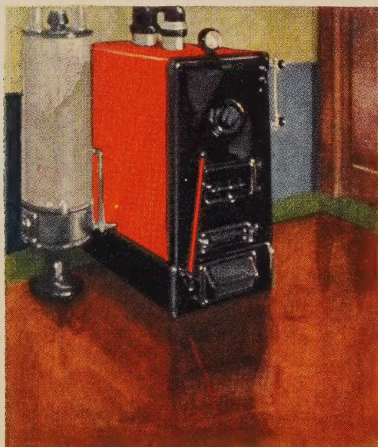
WOOD FLOORS

Florenamel is very useful as a finish for badly worn and stained wooden floors. Often a floor that appears entirely hopeless will look like new with a few coats of Florenamel.

PREPARING THE SURFACE

To refinish an old wooden floor with Glidden's Florenamel—prepare the surface by washing thoroughly with warm water to which household ammonia has been added in proportion of approximately one pint of ammonia to a gallon of water. This solution will remove practically all spots of grease.

Cellar floors are cleaner—with Florenamel



But where there are unusually stubborn spots, boiling water poured on them will bring grease to surface. This, then, can be removed with either a stronger ammonia solution, or one of the many washing powders on the market.

If soap and water is used in washing the floor, rinse the surface two or three times with clear warm water. Any soap left upon the surface will retard drying of Florenamel and also impair its adhesion.

Clean the surface thoroughly. Drive all nails below the surface. Fill nail holes, cracks and all other grooves with Jap-A-Lac Crack & Crevice Filler.

If floor, having been previously varnished or painted, is in good condition, it should be washed with warm water, allowed to dry. Sandpaper lightly, dust and apply Florenamel.

CEMENT AND CONCRETE SURFACES

Cement floors should first be tested for alkali before being painted. Phenolphthalein is excellent for this purpose. This can be purchased at any drug store. When applied to a concrete floor, it will rapidly turn pink if there is any alkali or live lime present. If tests show the presence of alkali, treat the floor with a solution made of 3 lbs. of zinc sulphate crystals dissolved to each gallon of water. Put as much on the floor as will be absorbed. Allow ample time to dry and then apply Florenamel.

If the first coat, after drying, shows that some spots of the floor have a flatter finish, this means the spots are more porous. Apply another coat to these spots only. Allow to dry. Then apply final coat over entire floor.

RIPOLIN

ENAMEL

Europe's finest homes, most noted hotels, even castles and palaces are decorated with Ripolin. So are many of the most prominent residences, hospitals and other buildings in the United States. This same finish is available for your home.

We furnish Ripolin in two classes; one, just as manufactured in the factories in Holland and France. This requires a drying lapse of approximately forty-eight hours between coats. The other, a new and recently developed quick drying Ripolin. This dries in eighteen hours but possesses all the lustrous, hard, tile-like beauty of the original Ripolin.

The uses of Ripolin are not limited to interiors. It has a great range of uses; on metal or wooden porch furniture, automobiles, canoes, yachts, in fact Ripolin *can even be used upon your home's exterior.*

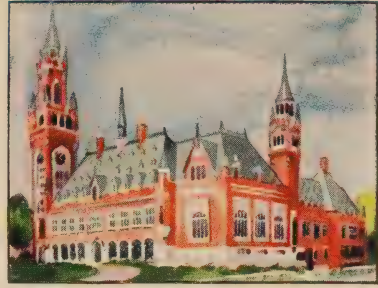
SURFACE PREPARATION ON NEW WORK

The surface preparation is very important. Not only should the surface be sandpapered just as smoothly as possible, but after the first coat of primer has dried, it, too, should be rubbed down just as smooth as possible, using either sand paper or steel wool. Remember that Ripolin will not hide brush marks that are allowed to remain in the undercoats.

Ripolin Undercoat is made especially for use under Ripolin. It builds up the proper kind of a foundation for Ripolin, flows out as free from brush marks as is possible for a product of this nature. It sands easily to a smooth, level surface. At least two coats of Undercoat are recommended for new work.



*The Fifth Ave. Hospital, New York City
Ripolin used in wards and operating room*



The Peace Palace, The Hague, Ripolin Finished

The first coat to be reduced with about a pint of turpentine to the gallon. The remainder to be Ripolin Undercoat as it comes from can.

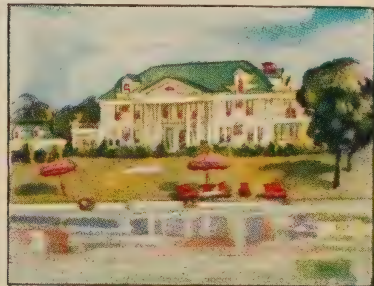
Ripolin coats vary from four to six depending on the job. Coat three should be Ripolin Undercoat to which has been added 25% of Gloss Ripolin, which is in the proportion of one quart to a gallon. All succeeding coats of Ripolin, up to the final finishing coat, should be reduced with a half pint of turpentine to each gallon of enamel. The final finishing coat should be a good flowing coat of Ripolin just as it comes from the can.

ON OLD WORK

If the varnish or enamel to be recoated is in good condition, it should be rubbed down carefully and thoroughly to produce a perfectly smooth foundation. If it is checked, alligatored or disintegrated, it should be removed with Ad-El-Ite Paint and Varnish Remover. The surface should then be built up with Ripolin Undercoat and the enamels as already described for new work.

Always seal plaster, composition board and similar surfaces with Glidden Oil First Coater.

If you have surfaces in or about your home that you desire to finish and which may present some special problem, write us for recommendation or suggestions.



*The Kuiselman Residence, Muncie, Ind.
Ripolin finished*

GLIDDEN VARNISHES

GLIDDENS PAR—Gliddenspar is designed for use where the surface is exposed to water, rapid changes in temperature, and direct rays of the sun. It will fully protect your front door, porch ceilings, window sills, drain boards, porch furniture, and any surface that needs an extra-durable varnish.

FLOORETTE—Recommended for your floors. Gives full protection against children's feet hard at play, the rolling of heavy furniture, water, and other abuses to which floors and floor varnish are subjected.

Waterproof. It will not scratch white.

WEARETTE—Wearette is a high grade interior varnish for doors, door frames, and other woodwork. It can be rubbed to the dull egg shell finishes, or polished to the deep, glossy, rich finish found upon higher grade furniture and pianos.

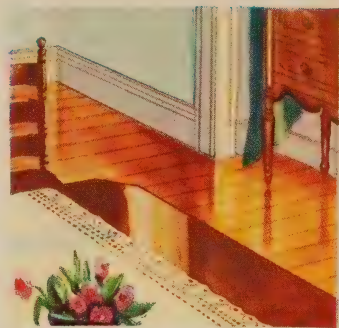
Can also be used with excellent results upon furniture. Will not water-spot.

RAPID-COTE—Rapid-Cote is a recent development. *It dries in four hours.* Tough, durable and wear-resisting, recommended highly for floors and general use.

LIK-A-RUB—Dries to the dull or true rubbed effect free from all cloudiness. Frequently used in the finishing of radio cabinets, furniture and woodwork in the home.

LINOLEUM VARNISH—Made especially for use on linoleum where pale color, waterproof and wear-resisting qualities with quick drying are requested.

ON NEW WORK-STAINING—The various colored effects (oak, walnut, and mahogany) in which woodwork and furniture are finished, are results of first coloring or staining the bare wood with Glidden's Endurance Wood Stain in whatever color may be selected. Soft woods, such as pine and poplar absorb more stain than do the hard woods (oak, chestnut, maple, etc.) so that the color effects obtained by staining soft woods will be deeper than the effect of using the same stain on hard wood. Endurance Wood Stain applied to soft woods can be thinned with turpentine or naphtha to produce lighter stained effects which are often preferred.



Varnish Preserves and Protects Beauty

FILLING—Open grained woods, such as oak, chestnut, mahogany and walnut should receive a coat of Paste Wood Filler after the stain has dried about twelve hours.

FINISHING—If a floor or other wooden surface is to be finished in its natural color, omit the staining coat recommended above.

Fill floors of oak with Paste Wood Filler. After the filler has dried, apply one coat of varnish which has been thinned in the proportion of one pint of turpentine to each gallon of varnish. After this coat has dried, succeeding coats should be Glidden's Floorette just as it comes from the can.

On other surfaces, to apply varnish, thin first coat with turpentine, then following coats put on as it comes from the can.

VARNISHING LINOLEUM—Linoleum, when originally purchased, carries an oil dressing. Several washings with warm water are necessary to remove this. When varnishing linoleum, be sure that it is perfectly dry. One coat is usually sufficient.

OLD WORK—Be sure that the surface is clean and dry. It is also advisable to thoroughly sandpaper the old finish to a smooth surface using 00 sandpaper or steel wool for the purpose. Clean up the dust carefully after this process.

If sandpaper will not remove checks or cracks that show up in most varnished surfaces after several years, remove the old finish with Paint and Varnish Remover, following directions already given. Then wash the surface with naphtha or turpentine very thoroughly to remove any deposits that may have been left in the pores of the wood by the Remover. From this point, proceed as for New Work, staining, filling, and varnishing as instructed previously in detail.

GLIDDEN

LINOLEUM LACQ

In describing Linoleum Varnish on preceding page, we told you of the precaution to be taken before application. The same precautions apply to Linoleum Lacq.

Be sure the surface of the linoleum, if new, is washed several times with warm water. Then when perfectly dry, apply Glidden Linoleum Lacq as it comes from can.

This product has a distinct advantage over other floor finishes in that it dries enough to walk on within thirty minutes. Think of that! What a relief for a busy housewife to know that the floor can be used that soon.

Every usual inconvenience of floor painting is eliminated with Linoleum Lacq. Furthermore, the product being water-white in appearance, will not discolor delicate tints in linoleum, not even the white present in practically every linoleum pattern.



Linoleum Lacq is easy to apply—quick to dry

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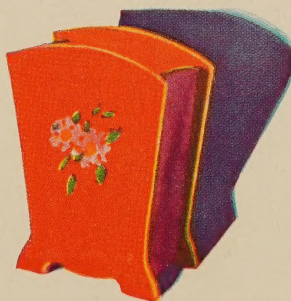
LACQ

Lacq, the original brushing lacquer, is a beautiful, durable finish that gives either a solid color coating or a transparent finish to any surface, whether it be floors, furniture or woodwork. *It dries in thirty minutes.* Made in twenty beautiful colors, plus Black and White. Also made in four attractive Transparent Stains. Clear for linoleum and wood floors, Gold, Aluminum, Copper and Brass.



APPLICATION

The application of Lacquer is different than that of paint or varnish. Apply quickly and freely with a soft hair brush. Do not brush back and forth but make your brush strokes in but one direction. Do not endeavor to correct any imperfections in the first coat but allow the material to dry and upon applying the second coat they will be corrected. Each succeeding coat of Lacq will soften up the preceding coats, con-



sequently lacquer should be laid lightly so as not to cut into and pick up the first application.

Many articles about the home can be finished with Lacq. The colors available cover a wide variety of uses. Some colors are especially good for floors of wood, cement, or linoleum. The brighter and lighter tints are particularly well adapted for furniture. These tints are widely used on breakfast room sets, book-racks, bread boxes, end tables, shelving, waste baskets, wicker furniture, and many other articles—even women's shoes!

ON NEW WORK

In finishing unpainted furniture with Lacquer, do not use any of the flat undercoats recommended for enamel, but start on the bare wood with the lacquer. No reduction is necessary unless the material becomes too heavy through evaporation. A small quantity of Lacq Thinner added at such a time will restore its original working properties.

LACQ FOR CEMENT & CONCRETE FLOORS

Inasmuch as Lacq does not carry any oils the material is not as susceptible to the action of alkali as oil paint materials. In finishing a floor the first coat should be reduced about 10% with Lacquer Thinner and succeeding coats applied just as the material comes from the can.

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ENDURANCE PAINT

Prepared

Paint is used for two purposes—protection and decoration. For protection, we insure our property against fire. Fire is not nearly as destructive to real estate—your home, barn, fence or outbuildings—as neglect—the failure to protect your property with paint!

Paint, good paint, Glidden Endurance Paint is insurance against decay resulting from the elements attacking and destroying the lumber, brick, cement and stone of your dwelling and other buildings.

AMOUNT REQUIRED

Multiply the distance around the house by the average height. This will give you the number of square feet. Add 10 to 20 per cent for cornices and sashes, and divide the total by 360 which is the approximate covering capacity of Endurance Paint (Prepared). The result will give you the number of gallons of paint required for two coat work. For the trim, you will need approximately $\frac{1}{5}$ to $\frac{1}{4}$ of the amount required for the body.

EXAMPLE:

Front	24 feet
Rear	24 feet
Side	48 feet
Side	48 feet
	144 feet
Multiply by average height	x 20 feet
	2880
Divide by	360/2880 sq. ft. 78 gals.

PRIMER

The primer is the most important paint coat to be applied to any surface—new or old. It must leave a foundation upon which the future paint coat can be successfully built.

This house built in 1772 is in good condition today—because it was painted regularly



Always ask for Glidden Paints



Large or small—paint will protect your home

Glidden's Base-Coat is the ideal primer. Ninety-five per cent of all paint trouble comes from moisture. Base-Coat is exceptionally waterproof. It will prevent the absorption of moisture into the lumber. Due to its pigment content, Base-Coat takes tighter hold of a new wood surface than any other primer. With it on old work, one additional coat of Endurance Paint (Prepared) is all that is necessary.

ON NEW WORK

If Base-Coat is not available an excellent primer can be made by reducing Endurance Paint (Prepared) with raw linseed oil and turpentine, using approximately three pints of oil and one pint of turpentine to each gallon of Endurance Paint (Prepared).

Second Coat—Add a small amount of spirits of turpentine to Glidden Endurance Paint (Prepared). This reduces the gloss of the second coat and gives a better surface for the third coat.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions.

On Old Work—The number of coats required depends on the condition of the old paint. If the old paint is seriously cracked, blistered, or checked, it should be entirely removed and the surface treated as new work using Base-Coat as the first or priming coat. When the old paint is in good condition, two coats of Endurance Paint (Prepared) are sufficient. To the first coat, add a pint of turpentine to the gallon to insure penetration and incorporation with the old paint. The second coat should be applied as it comes from the can, brushing it out smoothly.

Color Suggestions for Your Rooms

Below we give you definite color combinations to assist you in selecting harmonious rooms. "Accessories" are those touches of color as in lamps, pillows, vases, which

make a room complete. Cover with sheets of paper all color schemes except the one being considered. You will find these suggestions to be very helpful.



LIVING ROOM

					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories
					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories

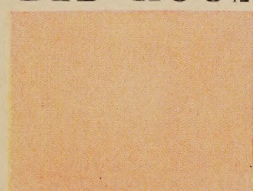





DINING ROOM

					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories
					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories

HALL

					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories

BED ROOM

					
Wall	Rug	Furniture	Upholstery	Curtains	Accessories



There is a Glidden Paint, Varnish, Enamel, Stain or Lacquer for every household need

Additional products are:

SCREEN ENAMEL—Black only. As satisfactory for the wood frame as for the screen. Will not clog the mesh.

STOVE PIPE ENAMEL—Black. Dries with a high gloss. Heat proof. No disagreeable odors.

KITCHEN ENAMEL—A high gloss washable and economical enamel for all wall surfaces, furniture, or woodwork.

WEATHERCOTE COLD PROCESS ASPHALT—Best material for the painting of garage roofs, eaves, repairing breaks in downspouting and flashings. A waterproof asphalt coating.

NEV-A-RUST—A superior, protective paint for metal surfaces.

AD-EL-ITE HYGIENIC KALSOMINE—A sanitary water paint made to be mixed with hot or cold water.

SPEEDENAMEL—For the automobile. Dries

in four hours with a beautiful finish. Used also on porch furniture, or any exterior surface.

TAR REMOVER—The only satisfactory Tar Remover for your automobile offered today.

REN-O-VITE POLISH—An easy working, quickly effective polish for automobiles.

METAL POLISH—Glidden's Metal Polish will not scratch or injure the very finest metal or plated surfaces.

AD-EL-ITE PREPARED WAX—For use on floors, woodwork and furniture.

METALLITE ALUMINUM PAINT—An Aluminum paint that more closely resembles metal leaf or plating than any other paint product manufactured.

REN-O-WAX—A liquid wax that is quick drying and requires no polishing.

TOXOL—An improved household insecticide for killing flies, in fact, all insects that may infest the home.

"Everywhere on Everything" truthfully describes the wide and complete list of Glidden products at your service—at your dealer's store.

Souvenir of

THE CLEVELAND EXPOSITION

December 29th, 1934 to January 6th, 1935

THE GLIDDEN COMPANY

PAINTS — VARNISHES — LACQUERS — ENAMELS